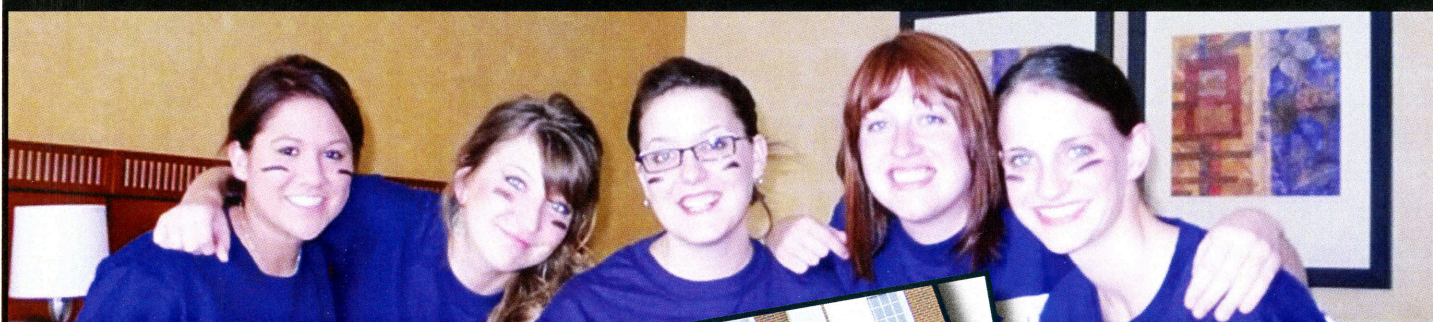


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COMMUNO

School of Communication - Winter 2009



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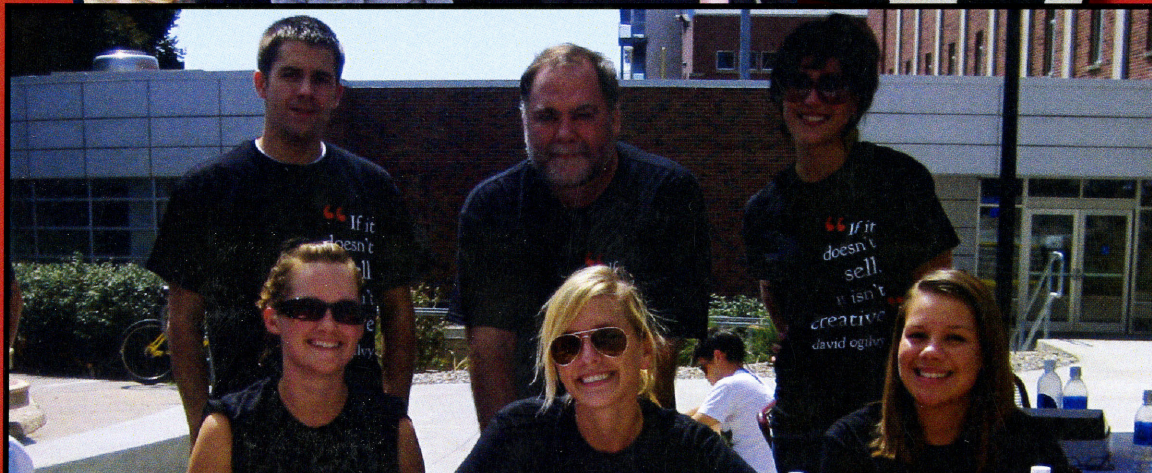
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PRSSA earns two national awards for service and organ donation

By Lindsay McFeely

PRSSA won two first-place awards in community service and the National Organ Donor Awareness Competition at the 2008 National PRSSA Conference in Detroit. This marked the third time the UNO chapter has earned these awards in five years.

The PRSSA F.H. Teahan National Awards recognize outstanding chapters in various categories including community service. The chapter established a partnership with the Omaha Food Bank in its efforts to reduce childhood hunger in Omaha. Through its campus food drives and Kids N' Kans Carnival held each June on World Hunger Day, the chapter raised more than \$1,000 for the Food Bank.

Community Service Mission

The chapter holds annual events for the Nebraska Organ Recovery System, U.S. Marines Toys for Tots and Santa Paws, a fundraiser for animal rescue. Students also volunteered at other community events such as Race for the Cure, Scouting for Food, Walk MS and the 28th annual Veterans Wheelchair Games.

"Our chapter dedicates itself to community service as a critical component of its mission," says Karen Weber, faculty adviser. "Volunteer service not only helps to meet the needs of the community but it gives students the opportunity to gain invaluable experience using their public relations skills."

"Spring into Organ Donation"

Each April, the chapter plans and holds an Organ Donor Awareness Day on campus to boost organ donor registration and remind donors about the importance

of telling family members of their wishes to donate. The plan, execution and evaluation of the event became part of a campaign book submitted to the National Organ Donor Awareness Competition, sponsored by Rowan University's PRSSA chapter. Last year's effort, "Spring into Organ Donation," registered 25 new donors and checked the drivers' licenses of 125 donors. Coordinated by senior Keegan Niederdeppe, the event tied for first place in the competition.

Personal Connection

She is passionately devoted to the cause of organ donation and didn't hesitate to assume the majority of the work in planning and executing the event.

"Organ donation is something very close to my heart," Niederdeppe says. "My father is in need of a liver transplant so my family has always supported the cause. I have a hard time understanding why people would choose not to donate their organs. It just seems like the right thing to do."

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Maverick PR members were recognized for their accomplishments during "A Night of Distinction Awards Ceremony" at the 2008 National PRSSA Conference in Detroit, Mich.

FROM THE *Director's Chair...*

By Jeremy Lipschultz

Community Engagement

*I*n 2009, the School of Communication has a renewed sense of its rich tradition, ongoing service and bright future.

This summer I began meeting with Joan Lukas, president of Leslie Kline Lukas & Associates, about forming a Director's Advisory Board. She quickly and enthusiastically agreed to chair the group. At our first meeting on Homecoming morning, Howard Marcus of the Omaha World-Herald agreed to serve as vice chair.

Lukas, Marcus and a group of distinguished alumni bring a load of experience and expertise to the board. Other members include retired World-Herald photographer Rudy Smith; Council Bluffs Schools Superintendent Martha Bruckner; WOWT News Director Amy Adams; Deb Dice, a global corporate trainer; Hollywood producer Mark Allen; UNO Assistant Media Relations Director Wendy Townley; and School of Communication Assistant Director Shereen Bingham.

Alumni Relations

*T*he board will assist us in strengthening alumni relations, as well as promoting School of Communication activities and events. For the third year, we enjoyed UNO hockey "Night on the Ice."

We had the opportunity to connect with many wonderful and proud UNO communication alumni.

Please also consider returning to campus for the 54th annual Communication Awards Banquet on April 30 and Homecoming this fall.

SAVE THE DATE:

Thursday, April 30, at 6 p.m.

W.H. Thompson Alumni Center

Annual School of Communication Awards Dinner

For more information, contact Mary Gum

402.554.2520 or mgum@unomaha.edu



Inside these pages you will learn more about the amazing accomplishments by our students and faculty within the past few months: Our PRSSA chapter again won national awards, and adviser Karen Weber received a service award from Nebraska PRSA; UNO Forensics jumped a dozen places to 13th in the nation; we hired Adam Tyma, a recent Ph.D. from North Dakota State University, as the new visual communication professor and Robert Franklin, a Ph.D. from Arkansas State University, as general manager of KVNO-FM and UNO Television and assistant professor; Karen Dwyer was named the fourth Robert Reilly Diamond Professor; advertising major Anna Berlett was among 14 undergraduates winning a national scholarship; Teresa Lamsam received a national leadership fellowship; and a second group of our students spent the day with Warren Buffett.



Members of the School of Communication Director's Advisory Board discuss plans to strengthen alumni relations.

Forensics team speaks for success.

By Meagan Phenix

Early Success

Success came early and often to the UNO Forensics team this year, as the group began the season by winning the much-desired traveling trophy at the Kansas State/Hastings College tournament. The team won first place overall, and Maverick forensics members Iven Mendoza and Matthew Eledge earned individual first and second-place finishes, respectively.

After the fast start, the team barely slowed down, as a small contingent of the team primarily composed of novice members attended a tournament in Hutchinson, Kan., and took second overall. That same weekend, the varsity squad attended the illustrious Lynn Norton Invitational tournament in Peoria, Ill., with the four members placing among the top 25 in four different events.

Tournament Time

As the year wound down, the full squad attended the University of Nebraska at Kearney "Outer Limits" tournament and placed second overall, defeating teams that placed as high as fourth in the nation at last year's national tournament.

The success didn't come easily, as every week, the 12 members practice for hours, perfecting their speeches for competition. The team is also active on campus with other organizations. "Our students are very enthusiastic about campus life and are excited to participate in campus events," says Coach Abbie Syrek.

Community Involvement

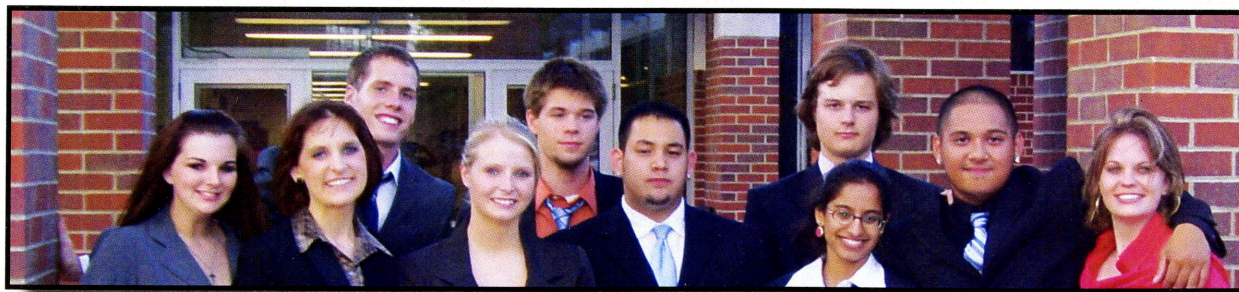
The team makes community involvement a priority, as members collaborated with the Service Learning Academy for Constitution Day and worked with the UNO Voices Against Violence Arts Festival, performing poetry and drama in honor of victims of domestic abuse. The team also held a speech and debate reunion, reuniting a former competitor and coach for the first time in decades.

Syrek says she enjoys all of the varying facets of the job. "I love to be there when students feel that 'spark,' that reward for hard work, patience and practice," she says. "Each student has a moment and it's truly priceless to watch them light up when it happens."

After a record-setting 2008 season, which saw the squad place 13th in the nation, the team is focused on another top 20 finish. "They have a renewed sense of confidence and energy," Syrek says. "There's much more work ahead, but the team is well on their way to another successful finish. It's a beautiful thing to see."



Tessie Stednitz, Niveditha Rajagopalan, Coach Abbie Syrek, and Karina Kelly pose for a photo before beginning competition for the day.



The forensics team is all smiles after winning the championship honors at the annual Kool-Aid Classic hosted by Hastings College, Oct. 4-5. Back row: Matt Eledge, Luke Hoffman, Blaine Miller. Front row: Cortney Griffith, Laurie Welch, Tessie Stednitz, Cameron Logsdon, Niveditha Rajagopalan, Iven Mendoza and Coach Abbie Syrek.

Robert Franklin uses the power of radio and TV to bring change.

By Michele Philbert

A man passionate about bringing knowledge to the community heads the day-to-day operations of The Knowledge Network. UNO's new general manager of KVNO and UNO Television, Dr. Robert Franklin has a long list of accomplishments, but he maintains the drive and spirit of a young professional.

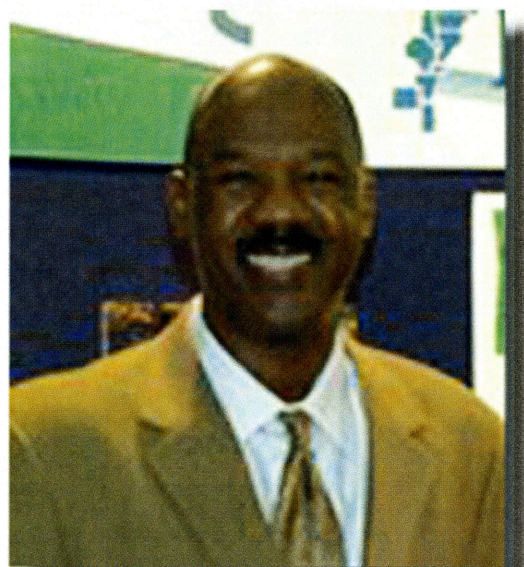
His contagious passion inspires students and colleagues. He wants to bring people together to start a dialogue and break down barriers.

"Using the power of radio and television, I work to bring individuals, students, children of the world together to start talking," Franklin says. And that's what he does. Franklin has received multiple awards and honors for documentaries on such issues as racism, poverty and violence. He believes television and radio are extremely powerful mediums and, if used effectively, can shape and challenge the status quo.

His focus ranges from his current work on a documentary about the living conditions for young people in Ethiopia to a documentary about Omaha's race riot of 1919 that he hopes to begin soon. "I am passionate about giving a voice to those who are voiceless," Franklin says.

Franklin, who arrived at UNO in July 2008, says he noticed Omaha's art community is open, supportive and responsive to campus events and activities. He likes how the university places emphasis on students as the next generation of leaders. "Student First' is a great model for any university to follow, and I fully embrace it," Franklin says.

Franklin says he recognizes getting everyone to realize how much the university can do with so little as UNO's



media operations' biggest struggle. "We can produce anything that could rival any broadcast on national stations."

The current economic climate offers a challenge to bring out "the best that's in us and make us look inward to continue to do great things," Franklin says. "Our creative abilities can often times surpass our limited resources and personnel."

He wants to help UNO work closer with the community and bring together academic and community powers to address local issues. "That takes everyone pulling together in one direction," Franklin says. He would like to start a class that teaches how the media influence public policy and vice versa. He wants to teach students how to effectively navigate through public policy.

Franklin says he always leaves his door open to students and faculty, and any ideas to do better interest him. "We have an opportunity to empower the young mind and empower the minds of our listening audience."

The Omaha News wins award for Election 2008 coverage

The Omaha News won a Northwest Broadcast News Association Award for its 2008 election night special report. The production involved more than 50 students and staff of UNO-TV. The election coverage lasted more than four hours and started at 7 p.m. on election night.

Dr. Chris Allen, associate professor for the School of Communication, Michael Hilt, assistant dean of CFAM, and student Ryan Kronschnabel, led the production. Verizon donated cell phones and laptop air cards, which

allowed students to broadcast live from Lincoln, says Director Jeremy Lipschultz. The awards ceremony takes place March 28 in Bloomington, Minn., as part of the Midwest Journalism Conference.

"The School of Communication is very proud of The Omaha News for this accomplishment," says Dr. Shereen Bingham, assistant director. "Congratulations to Chris, Mike and all the students in this project."



UNO welcomes Adam Tyma and his work in visual communication

What you might not know about Adam Tyma...

Tyma used to be a disk jockey and has more than 17,000 songs on his iPod. Hard pressed to name a favorite musical group, he listens to the new Radiohead, REM, Frank Sinatra, Stevie Wonder and Dropkick Murphys.

By Heather Nasif

Spend five minutes with Dr. Adam Tyma and one thing is clear: This man is passionate about the study of communication. As he talks, his hands gesture constantly, pausing every so often to run them through his wavy mass of hair. His excitement over the new opportunities being offered to him at UNO is evident as the words trip rapidly off of his tongue.

One of the most recent additions to the School of Communication, Tyma brings years of study and experience in communication studies. "After a few years, I determined teaching at the college level made more sense for me," Tyma says.

Tyma chose UNO because of its commitment to research. "I'm a researcher as much as I am a teacher," Tyma says. "I think of it as part of what we do."

Developing New Projects

UNO also trusts him with the development of new projects. He is currently in the early stages of developing a program that would emphasize visual communication. Tyma explains the program will ideally merge courses in production and communication theory. The program may also contain visual performance and studio art such as dance or sculpting.

In the fall semester, he taught a graduate course in popular culture, mass media and visual rhetoric. The class, which he conducted in a seminar style, met around the city so that students were able to view visual communication in context. Tyma says every viewer brings his or her own internal narrative when viewing pop culture.

Exploring the City

Tyma enjoys exploring the city especially around his home in Dundee. He's also become a fan of the Bemis Center for Contemporary Arts. "I'm still getting used to the place, but I would say that Caffeine Dreams and Crescent Moon have become two of my favorite haunts," Tyma says. "I'm finding out Omaha reminds me a lot of my home. I grew up in the Twin Cities area. The people, the buildings, the neighborhoods all feel very familiar to me."

Tyma also taught a media literacy class containing both graduate and undergraduate students. The class was composed of four students who wrote a literature curriculum for a North Omaha after-school program that will be utilized in the coming year.

Knowing How to Argue

Another undergraduate course Tyma teaches is Argumentation and Debate, a class he is well suited for after spending nearly 10 years as speech and debate coach for Rosemount High School in Minnesota. "I guess working with students has always been part of who I am," Tyma says.

Tyma earned a multi-disciplinary bachelor of science at Minnesota State University at Mankato in teaching with a major in speech communication and minors in English and humanities. Soon after graduating, he earned his master's degree at the University of Minnesota in communication studies. Earlier this year, he finished his doctorate program at North Dakota State University in communication.

Before coming to Omaha, Tyma taught as an assistant professor at Brown College in Minnesota. He then worked as a graduate teaching assistant at North Dakota State University.

"Teaching comes not from telling you what to think but from getting you to think," Tyma says. "I want to create critical thinkers."

DebateWatch 2008 shows proof of success

By Amber McCaskill & Meagan Phenix

This year's presidential debates sparked unprecedented interest among college students. More than 400 students and community members participated in the political process during four DebateWatch 2008 events at UNO.

The Civic Participation Project, the School of Communication and the National Communication Association hosted the events, which aired presidential and vice presidential debates and facilitated non-partisan discussions following the broadcasts.

Barbara Pickering, associate professor in the School of Communication, planned the events in 2004 and again this year. The election generated so much excitement, she decided to host events for all four debates, instead of just the first two as in 2004. Pickering says the biggest challenge in hosting the event was maintaining enthusiasm throughout the expanded debate schedule.

"The students were more interested than I had seen in a long time," Pickering says.



Debate Watch participants watch the 2008 V.P. debate.

Focus Group Discussions

The events succeeded in getting students and members of the community to discuss campaign issues, Pickering says. In addition to the discussion, participants also filled out questionnaires, with the results reported to the National Debate Watch Project. These helped determine what issues the general public valued most, and also if people felt more inclined to vote after watching the debates.

Political broadcasting students coordinated the events and acted as moderators during focus group discussions.

High Student Participation

"I enjoyed being able to talk with new faces about topics that interested me," says Michael Wunder, a political broadcasting student who helped facilitate. "At the last debate, an international student from India talked to me for an hour about various things economic and political."

Pickering enjoyed seeing students become more interested in campaigns and able to assess candidates' arguments the most.

Pickering says the students learned a lot, including "the value of facilitating a discussion as a neutral source and learning to listen carefully to other people's opinions."



KETV Channel 7 reporter Farrah Fazal interviews Dr. Barbara Pickering at one of the DebateWatch 2008 events.

Students gain professional experience on election night



By Amber McCaskill

Although students are sure to encounter tests, papers and various projects in their academic careers, not all garner real-life experience. However, on election night, students in the School of Communication received real-world experience in reporting, editing, broadcasting and photography.

The School of Communication's election blog and news broadcast covered local news throughout election night, while also updating the public on the evening's voting trends. Students posted more than 25 stories and dozens of photos in a collaborative effort of Public Affairs Reporting, News Editing and Critical Writing for Mass Media classes. Staff members from the Gateway and Maverick Solutions, the student-run public relations firm, also contributed.

Meeting Journalistic Deadlines

Almost 50 students participated by taking active roles as reporters, editors and news broadcasters. With assistance from UNO Television staff and several School of Communication faculty members, the team came together and produced quality local news. Verizon Wireless donated 50 phones and four air cards for laptopline reports on The Omaha News.

Professor Kathy Tewhill's News Editing class took part in the blog, and she says this opportunity delighted her.

"My students learned so much more than I could ever teach them. They learned what it is to be a good reporter, the importance of AP style and the importance of consistency and balance," Tewhill says. "Also, I'm glad that students had the opportunity to collaborate as editors and reporters. They had good conversations while editing stories."

As any journalist working to provide the most up-to-date news, students worked under strict deadlines. Most students had only hours to produce real news, as opposed a week to write a story for class.

"It's a great opportunity for students to work under deadline pressure," says Jeremy Lipschultz, director of the School of

Communication. "We've been able to cover aspects of the elections that don't get much attention."

Uncovering the Stories

Students received local news angles by traveling to different parts of Omaha. Some of the articles covered local candidates' parties, such as the 2nd Congressional race between Republican Rep. Lee Terry and Democratic challenger Jim Esch. Others described experiences at different polling places. Whatever the story, the students always tied the election to Omaha.

"The election blog speaks very highly of what students are capable of," Tewhill says. "It shows the ... community that these are first-rate students who care deeply about what they do. It shows that they are creating a first-rate project."



(Top photo) Students take pictures of campaign volunteers vying for last-minute votes. (Bottom photo) Obama volunteer rallies support for her candidate.



Student editors work on election night stories in Arts and Sciences Hall Room 112.

Faculty members praised the students' professionalism. "We made it clear that students needed to think of themselves as professional journalists and not students. They were held to a high ethical standard expected of journalists working in the field," says Karen Weber, one of the faculty editors and coordinator of the news blog. "We are always looking for ways to help our students build their profiles."

"The election blog speaks very highly of what students are capable of. It shows the Omaha community that these are first-rate students who care deeply about what they do."

- Professor Kathy Tewhill

The blog can still be accessed at
<http://omahanewsprelection.blogspot.com>.



(From left) Cassy Loseke, Heather Knudson, Faculty Adviser Karen Weber, Heather Mead Garrett and Katie Glover pose with awards at the 2008 PRSA Nebraska gala.

UNO PRSSA faculty adviser earns service award

The Nebraska chapter of the Public Relations Society of America awarded Karen Weber its 2008 Service Award at the annual PRSA Gala and Paper Anvil Awards.

Weber, a lecturer in the UNO School of Communication, has served as the faculty adviser for the Public Relations Student Society of America for the past 10 years. Under her leadership, the chapter earned national and state awards in community service and student campaigns. She also serves as the faculty adviser for Maverick Solutions, a student-run public relations firm, sponsored by the School of Communication and the College of Communication, Fine Arts and Media.

The chapter earned Awards of Merit for two classroom campaigns conducted for Safe Kids Buckle Up, a national competition, known as the PRSSA National Bateman Case Study. The two teams were Plan-it Solutions, Jennifer Derouchey, project director; Ashley Blue, media relations director; Kate O'Dea, event coordinator; and Heather Knudson, creative director, and S.E.A.T. belt Enforcement Action Team, Cassy Loseke, project director; Heather Mead Garrett, media relations director; Katie Glover, event coordinator, and Briana Gehrken, creative director.

PR grad story Little Sioux Camp inspires students

By Amber McCaskill



Palpable emotions permeate through the classroom. The images speak for themselves as news footage shows the destruction. The tornado literally carved its path in the ground; ripping trees in half, destroying buildings and leaving families grieving. And although the images evoke a sense of despair, the way the Boy Scouts crisis team handled the tragedy inspires the students.

Katie Kassebaum, a 2006 graduate, served as marketing director for the Boy Scouts of America Mid-America Council just over one year before she faced the professional crisis of a lifetime. Kassebaum took charge in responding to the intense media blitz in the aftermath of the deaths of four Boy Scouts killed in the June 11, 2008 tornado at the Little Sioux Camp.

She spoke during a Public Relations Case Studies class this fall at the invitation of associate professor Hugh Reilly and PRSSA faculty adviser Karen Weber, both former professors of Kassebaum. Students noticed her ties with the school as she gave them a truly personal account of how crises can happen, without regard to experience or readiness.

Heeding Tornado Warnings

In the rainy summer of 2008, a series of severe storms continued to barrel through the Midwest every few days, and June 11, was no exception.

Kassebaum watched TV reports with so many others as the tornado warnings colored the cautioned area of Nebraska and Iowa in shades of red.

Along with already high emotions, panic accompanied reports of a tornado touching ground right in the middle of the Little Sioux Scout Ranch. Soon after, Kassebaum received the call. The tornado hit the camp leaving at least one Scout dead.

Kassebaum's internal struggle followed by her split-second decision to remain at work proved pivotal. Shortly after the first call, Kassebaum learned the tornado left four Scouts dead and dozens seriously injured. Calls started pouring in from everywhere, and Kassebaum dropped everything to respond to one of the largest PR crises of the year.

"Suddenly, we were getting national attention," Kassebaum says. "The world was now watching us." Kassebaum and several other associates acted fast, basing their plans completely on the here and now.



Meeting Families' Needs

With no formal crisis communication plan in place, Scout officials started from

scratch. They made taking care of the Scouts and their families the first priority. The Mid-America Council staff worked constantly to get information to families of the more than 40 injured Scouts. "We made sure we had a solution," Kassebaum says. "And if we didn't have one, we found one. If a family member called and said that 'my child lost his shirt,' we'd find him a shirt."

Up for 18 hours straight, answering telephone calls and dealing with families, volunteers and the media. "I'd get up from my desk for half an hour, and there would be 26 messages," Kassebaum says.

Setting Up a Hotline

As the team set up a hot line for families to call, other pressing issues surfaced. National, regional and local media calls continued to flood in. Between setting up a press conference, scripting spokespersons, and giving media stories, Kassebaum routinely protected and served the victims and their families.

Eventually, the calls subsided and Kassebaum successfully survived the PR crisis. She gives credit to the staff and the army of volunteers who helped with the tragedy. Kassebaum is proud of the way she and the Scouts handled the crisis.

Although her undergraduate classes in public relations serve as an excellent example of the theory behind her actions, nothing could truly prepare her for what happened. Dealing with one of the most serious crises ever faced by her organization, Kassebaum says she relied on her own determination and common sense to have a positive influence on a negative situation.

Students need clips to land the best internships, jobs

By Andrea Ciurej

News clips not just class assignments are the key to landing an internship or a job, a panel of media professionals told students. Each of the panelists who spoke at "Gateway Confessions: Hear How Media Professionals Got Their Start" Jan. 29 at the Student Center stressed the importance of working for The Gateway, the student newspaper.

"You can't just rely on that A+ a journalism professor gave you on a paper; you need real clips," says Henry Cordes, an Omaha World-Herald reporter and UNO alum. Fellow Omaha World-Herald reporters Christopher Burbach, Khristopher Brooks and Cindy Gonzalez joined Cordes along with Wendy Townley, assistant director of University Relations at UNO, and Tom O'Connor, senior associate director of media relations at the University of Nebraska Medical Center.

Gonzalez, a 20-year veteran of the Omaha World-Herald, used story clips from The Gateway to land her first job with a radio station. She reiterated the importance of getting professional experience as a student whether pursuing any communication field. "You can't get a job without something to show your employer," she says.

As a student, Gonzalez took her story clips to the Omaha World-Herald and was offered a full-time position after graduation. She's been there ever since. "It pays off in the end," she says.

Cordes, a former Gateway staff writer, started working for the Omaha World-Herald during his freshman year of college. The Gateway launched his career as a news writer, helping him find his inner voice, he said. "Writing is the best thing to do. You're constantly learning things you know nothing about," he said. "That's the way you find your voice as a writer."

Townley, a former editor-in-chief of The Gateway, agrees. "It was so wonderful to have my feet held to the fire in a way that I

never had in class before," she says. Townley had only one year of writing experience from her high school newspaper before approaching The Gateway. "I just went in eager saying 'I want to write,'" she says.

Townley used The Gateway as a connection to UNO's commuter campus. "You're exposed to so many different components on campus," she says. "If you're involved with athletics, or anything of that nature, going down that road, you're going to have the opportunity to meet other people - if you're doing a story on an arts organization or on music or dance - and that made me appreciate the university even more." The late production nights every Sunday and Wednesday are worth the experience. "If this is something you want to do with your life, you have to make time for it," she says.

Burbach, the adviser of The Gateway, began his career writing a letter to the editor of the Daily Nebraskan, the University of Nebraska-Lincoln's student newspaper. After the paper published the letter, Burbach obtained a position as a reporter. "I had no idea what the heck I was doing," he says, "but I had to figure it out pretty fast."

Brooks, 24, landed four internships with the clips he collected as a student. "I was absolutely obsessed with internships," he says. Internships are the key. "There are probably 300 applicants for every one job," he says, "and the key is to find one or two things that make you special from the 299 other applicants that everyone is going to look at."

Cordes agrees. The classroom doesn't provide students with this kind of experience. "They give a lot of room to fall on your face," Cordes says, "which is one of those things you're going to have to do to learn the ropes of the business."

O'Connor also spoke to students from a parent's perspective. "I would tell every one of you guys out there," he says. "I would insist that if my kid was in print journalism or anything-- you gotta write for the Gateway."



From left: Wendy Townley, Chris Burbach, Tom O'Connor, Cindy Gonzales, Khristopher Brooks. Not pictured- Henry Cordes. Panelists give advice on getting media experience.



PRSSA Club News

PRSSA puts fun into fundraising with Italian Night and Santa Paws

PRSSA, raised a record of nearly \$6,000 at its fifth annual La Notte Italiana fund raiser dinner Oct. 5 at the Durham Museum's Swanson Hall.

All proceeds from donations, a silent auction and ticket sales go to help fund student travel, professional development, campaigns and service projects. The dinner featured authentic Italian cuisine donated from more than 17 Omaha area restaurants. More than 100 guests feasted on an array of antipasto, pasta dishes and desserts such as tiramisu and biscotti. Volunteers took all the leftover food to the Siena Francis House.

Other PRSSA holiday events raised money for animal rescue and toys for needy children. The chapter held its annual Santa Paws, a fund raiser for the Mid America Rottweiler Rescue Dec. 7 at the Bookworm. Students also brought in more than 300 new toys for the U.S. Marines Toys for Tots drive.

In other activities, the chapter:

- Sent 12 students to the PRSA Student Day sponsored by PRSA Nebraska.
- Sent 10 students to the PRSSA National Conference.
- Inducted 16 new members at its fall induction ceremony and honored six graduating seniors.

AD Club officer earns national scholarship



Anna Berlett, recruitment co-director for the UNO Ad Club, was one of only 14 students nation-wide honored as a "Most Promising Minority Student" by the American Advertising Federation for 2008-2009.

The award comes with a \$5,000 scholarship from Home Depot. Berlett was the first student from Nebraska to earn the award and was joined this year by students from prestigious schools like Illinois, Penn State, UCLA, Florida State, University of California and the University of Texas.

Ad Club News



Ad Club builds membership and attends "Meet the Pros"

This fall's programs included Jen Miller, from Creative J Productions, who spoke on the many uses of specialty advertising. Smith Kaplan Allan & Reynolds (SKAR) advertising presented a case study on the national Sue Bee Honey campaign the firm did using NASCAR celebrities.

The Ad Club participated in the Omaha Federation of Advertising's "Meet The Pros" two-day regional conference in February and workshops on preparing resumes, cover letters and interviewing tips for jobs in the advertising industry. The Ad Club also invited a panel of former Ad Club members to come back and discuss their first job after graduation and offer career-enhancing tips to our students.

NBS Club News

NBS hosts regional conference

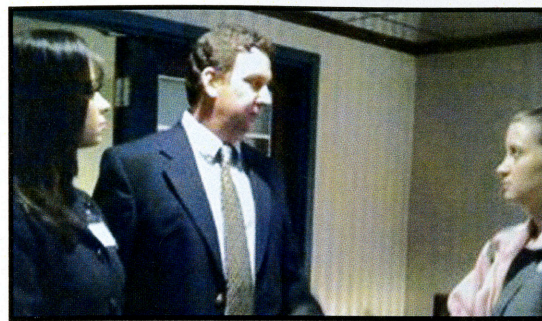
More than 60 students from around the Midwest came to Omaha in October for the National Broadcasting Society Regional Conference. The UNO chapter hosted the conference at the Redick Inn downtown.

A number of Omaha media professionals made presentations to the students. KFAB News Director Tom Stanton, WOWT-TV News Director and alumni Amy Adams and Fox-42's Joe Radske held a session on industry changes. They told students that no matter what aspect of broadcasting they enter, they have to know how to shoot video, gather sound, and write a story for station Web sites.

KMTV's Carol Wang told students about getting her first job, and her days as a reporter in Dallas before coming to Omaha as KM-3's anchor. She talked about being the victim of a stalker in Dallas.

WOWT reporter-anchor Brian Mastre offered a workshop on story-telling. Mastre, a multiple winner of the Radio-Television News Directors Association Murrow Award, played examples of his stories and answered questions about how he got stories and put them together.

Saturday's keynote speaker, KFAB's Tom Becka, recounted his days as a student disk jockey at KVNO, his years on the road as a stand-up comedian, and his career as a radio talk show host



UNO broadcasting students talk with KFAB News Director Tom Stanton at NBS Regional Conference.

in Omaha and Kansas City. The Omaha Chapter has also been involved with the YWCA in a project to create an education tape for elementary school children. The Y contacted the NBS chapter about a year ago. The YWCA takes its "safe response" program to first- and second-graders around the area to talk about what to do in cases of physical or sexual abuse. NBS is involved in updating the 20-year-old examples used on the tape. UNO student Cody Cheshire, an NBS member, wrote new scripts, which have been approved by the YWCA.

The NBS is actively recruiting members to go to Minneapolis in March to attend the Northwest Broadcast News Association meeting.

Alumni Updates

Dick Smith (BS in Journalism, 1965), a freelance videographer and field producer for ABC News, returned to campus last semester and donated television equipment, a recording deck, monitor and lights.

Leslie A. Rill (BS in Speech, 2003; MA in Communication, 2005), authored a major article "Testing The Second Level Of Agenda Setting: Effects of News Frames on Reader-Assigned Attributes of Hezbollah and Israel in the 2006 War in Lebanon," published in *Journalism & Mass Communication Quarterly* 85(3), 611-626 (Autumn 2008).

Angie J. Miller (MA in Communication, 2006) joined the law firm of Lamson, Dugan, and Murray. She loves the people and the work since she started working there in her first year of law school.

Michelle Perone (MA in Communication, 2005), directs the Career Center at UNO. The *Omaha World-Herald* and the Associated Press published articles about the value of internships, which mentioned Perone's office.

LeAnne Morman (BS in Broadcasting, 2006), WOWT's first "backpack journalist" - a television reporter who develops story ideas, reports, writes, shoots video and edits packages without a team by using smaller professional equipment that fits in a single bag, recently sought out UNO students to start Twitter social networking accounts online.

Josh Bashara (BS in Journalism, 2006) published a review in *The Reader* on the Nine Inch Nails concert at the Mid-America Center in Council Bluffs.

Gene Kwak (BS in Journalism, 2007) UMASS-Boston selected him as one of five students out of hundreds for the Master of Fine Arts degree program and offered him the highest TA stipend.

Sterling Smith (BS in Communication, 2008) Chicago's local Fox television station featured him regularly to talk about the stock market collapse last fall.

Daniel Flanigan (BS in Journalism, 2000), invites people to join MyNebraskaFriends.com. The free entertainment-based social network aimed at adults 18+ who enjoy interacting online and at local events, welcomes personal and business profiles and offers members the opportunity to win prizes and discounts with "radio style" promotions and giveaways, a first for Nebraska-focused social network.

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